

Restauranteering!

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So you love to cook....



Now, let's
explore some
options!

Restauranteering...

The act, or profession, of running a restaurant... or

Food truck
Shared kitchen
Caterer
Personal chef
Online sales



Personal Chef
for every occasion

Chef Sarah Mandell
Colorado: Telluride & Montrose



Opening up a Restaurant

Knowing and loving how to cook is not enough!

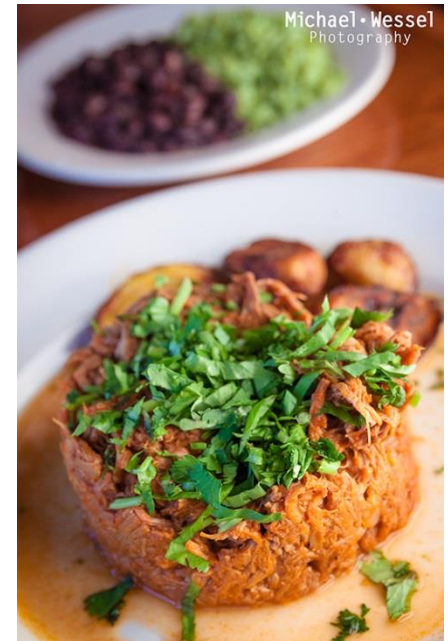
To start you will need:

- Business Plan – have a clear idea of what you want to do
- Financing and/or a partner – initial investment between \$100k – \$275k
- Location, location, location!



Opening up a Restaurant

- 👤 Deciding a serving style & finding your niche
- 👤 Creating a menu
- 👤 Business acumen – Marketing, HR, Finance
- 👤 Commitment



Food Truck



To get started :

- Initial investment – \$20k to \$80k. Customize according to needs
- Need a great concept to make you stand out from the rest
- Must operate out of a licensed kitchen
- Need a variety of permits
- Each city has different set of rules for food trucks and food stands



Food Truck

Your possibilities are endless!

-Theme, location, staffing, etc.

-Milwaukee has some great food trucks with national recognition such as Street-za Pizza



Shared Kitchens

A cost effective solution for culinary entrepreneurs

- Also known as kitchen incubators, community kitchens, or shared time kitchens.
- Licensed and fully equipped kitchens that you rent on as as need basis
- Rental fees per is usually per hour or membership
- Great for starting caterers, food trucks, food canning/packaging, etc.
- Need to be aware of regulations, you might need additional licensing
- Insurance coverage



CreativeChefs Milwaukee
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Home Getting Started Kitchen Rates Resources Contact Us

Coming Soon ... APRIL / MAY 2013 !!

Launch and Grow your Business at our Licensed 7000 sq ft facility!

Our Kitchen will be the first of its kind in Milwaukee, an Incubator, Commissary and Test Kitchen for entrepreneurs alike. These kitchens are shared-use facilities that give prospective and existing business owners the use of licensed commercial kitchens to produce food without the massive operating and overhead costs and risks associated with new startups.

Our goal is to help one start, grow or sustain food related businesses in Milwaukee. In addition, we will provide integrated business solutions, such as Labeling, Packaging, Warehousing and Distribution.

OPEN 24 HOURS PER DAY * DAYS A WEEK !

AVAILABLE KITCHENS

- Catering Kitchen**
 - 600 Sq ft
- Pastry Kitchen**
 - 500 Sq ft
- Processing Kitchen**
 - 1000 Sq ft
- Demonstration Kitchen**
 - 2000 Sq ft

[Click HERE to fill out](#)



Caterer

- Find your market
- Define your menu & styles of service
 - -Drop off, self service, full service, etc.
 - -Corporate, weddings, schools, etc.
- Need access to a professional kitchen to prepare your food
- Legal considerations
 - -Liability and workers comp insurance
 - -Serving liquor, and having licensed staff



Caterer

- Taking the show on the road!
- Buying equipment vs. Renting equipment
- Having vendor/hall relationships
- Staffing
- Marketing
- Store front, office, storage
- Know your competition — Everyone is catering now



Personal Chef

- Highest paying job in the industry
- Can make anywhere between \$200 to \$500 a day
- A personal chef works for more than one client or family – usually one per day
- They tend to work for career focus individuals, or families with busy schedules
- They prepare meals for days and meet special diets
- Have to be unique, and provide quality dishes
- Excellent customer service skills
- Business skills

Personal Chef
for every occasion



Online & Retail Sales

- Find your niche
- Test on farmers markets
- Need to have access to a licensed kitchen
- Legal concerns
- Outsourcing production
- Place your product in stores
- Selling online
- Business Acumen



Questions?



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